



It's here...Epic Prime Day deals and exclusive offers live from 00.01am on Monday 15th July, with even more to come

July 15, 2019

[Prime Day 2019](#) starts at 00.01am on Monday, 15th July and – for the first time ever – runs for 48 hours until 11.59pm on Tuesday 16th July, offering members two full days of the best in shopping and entertainment

Top deals live from 00.01am on 15th July include the ghd Ultimate Styling Gift Set now £174.99, (was 249.99), the Sony Advanced Compact Premium Camera now £479 (was £613) and the Fire TV Stick with Alexa Voice Remote, now £19.99 (was £39.99)

To celebrate Prime Day, Prime members will have the exclusive chance to pre-order Lady Gaga's newly launched HAUS LABORATORIES beauty collection

LONDON – 15th July 2019 – Prime Day, a two-day parade of epic deals, is here with more deals than ever before for UK Prime members. Prime Day starts at 00.01am on Monday, 15th July and runs until 11.59pm on Tuesday 16th July, offering more than one million deals worldwide. Those new to Prime can sign up for a free trial at www.amazon.co.uk/prime to make sure they don't miss out.

New for Prime Day this year are featured Lightning Deals. Top deals on some of the year's most exciting products going live throughout the 48 hour event, which will have limited quantities and could sell out fast. Featured Lightning Deals live on 15th July will include top brands such as Sony, ghd and GoPro. Prime members are advised to check back regularly to view new deals launching throughout the sale.

This Prime Day, Amazon has teamed up with brands around the world to offer new and special-edition products exclusively to Prime members. Prime Day Launches feature brand-new products available for pre-order, limited-edition items and never-before-seen collections that are available exclusively to Prime members on Amazon for a limited time. New launches going live on 15th July include the Lego Star Wars Droid - an app controlled programmable interactive R2D2 droid and an Oculus VR bundle.

Prime members will also have the exclusive chance to preorder from Lady Gaga's new HAUS LABORATORIES beauty collection. Members will be able to preorder a selection of HAUS LABORATORIES products including six Collections and nine limited-time duo sets, while supplies last. Each collection includes one Glam Attack (all over liquid shimmer powder), one RIP lip liner and one Le Riot lip gloss. 'Little Monsters' everywhere will be the first to discover and shop Lady Gaga's newest creation on amazon.co.uk/hauslabs.

Deals live on Amazon devices include Fire TV Stick with Alexa Voice Remote for £19.99 (was £39.99), Echo Dot for £22 (was £49.99), all-new Echo Show 5 for £49.99 (was £79.99), Echo Show for £159.99 (was £219.99), Echo Plus for £99.99 (was £139.99), all-new Fire 7 for £29.99 (was £49.99), all-new Fire 7 Kids Edition tablet for £59.99 (was £99.99), Kindle Paperwhite for £79.99 (was £119), and more.

Customers are set to save millions of pounds during Amazon's Prime Day sale 2019. New deals go live throughout 15th and 16th July so customers are advised to check back regularly. Great savings available on the 15th include:

	PREVIOUS AMAZON.CO.UK PRICE	PRIME DAY SALE PRICE	£ SAVING
Echo Dot and Amazon Smart Plug bundle	£64.98	£31.99	£32.99
Ring Video Doorbell 2	£179	£119	£60
Bosch PSB 1800 LI-2 Cordless Combi Drill	£79.99	£49.99	£30
ghd Ultimate Styling Gift Set	£249.99	£174.99	£75
L.O.L Surprise! Pearl Surprise- Purple	£29.99	£19.99	£10
Laphroaig Single Malt Scotch Whisky	£36.75	24.90	£11.85

Apple iPhone XR (64GB) - Black	£749	£636.65	£112.35
Finish Dishwasher Tablets, All in 1 Max Lemon, 90-Count	£13.20	£8.99	£4.21
Maxi-Cosi Titan Toddler Car Seat	£199	£139	£60
Flymo Easi Glide 300 Electric Hover Collect Lawn Mower	£88.99	£51.99	£37
Fitbit Charge 3	£119	£95.99	£23.01
Oral-B SmartSeries 6500 CrossAction Electric Toothbrush	£92.87	£54.99	£37.88
Philips Lumea IPL BRI954	£419.99	£299	£120.99
Shark Anti-Allergen Cordless Stick Vacuum Cleaner	£369	£199	£170
Sony RX100 IV Advanced Compact Premium Camera	£613	£479	£134
Hisense H43AE6100UK 43-Inch 4K Ultra HD HDR Smart TV	£339	£249	£90
LEGO 41369 Friends Mia's House Set	£47.99	£35.99	£12
Hive Active Heating and Hot Water Thermostat with Professional Installation	£181.99	£129.99	£52
Wahl Colour Pro Cordless Clipper	£30.97	£15.74	£15.23
Microsoft Surface Pro 6 12.3-Inch Tablet	£909.99	£749.99	£160
Sennheiser HD 4.50 Special Edition Over Ear Wireless Headphones	£179.99	£89.99	£90
Fisher-Price DJD81 Giraffe Sit-Me-Up Floor Seat, Portable Baby Chair	£33.99	£25.99	£8
Clarisonic Mia Smart Facial Cleansing Device	£185	£120.25	£ 64.75
Rimmel Ultimate Kit Gift Set	£20	£13	£7

Previous Amazon prices correct as of 10.07.19

Prime Day is also a great time for members to explore the many entertainment benefits included as part of their Prime membership. As well as great deals across Amazon Music, Prime Video and more, Prime members can enjoy a front row seat to stream the global Prime Day Concert which took place in New York on 10th July, including a headlining set from Taylor Swift. The concert is now available to view on-demand on Prime Video. For more details on the show, and to add it to your watch list, head to primevideo.com/primedayconcert.

The Best Ways to Shop on Prime Day

There are plenty of ways to make the most of the Prime Day sale including:

- **Watch A Deal** – Allows early deal watching in every country. This is the easiest way to preview, track and shop those limited time Lightning Deals while at home or on-the-go, with deal alerts on site as well as in the Amazon App. Visit amazon.co.uk/app from your mobile browser to get started.
- **Alexa Shopping** – Alexa makes it easy to find Prime Day deals. Just ask, “Alexa, what are my Prime Day deals?”
- **Shop deals on everything you're in to** – From TVs & Home Entertainment and Smart Home to Kids Corner, Video Games, Amazon Devices and more – discover deals that you'll love even faster.

-
- **Search Deals** – Members can search Prime Day deals through the search box on the top of our site.
-
- **AmazonSmile** – Customers who shop deals directly at smile.amazon.co.uk will find the two-day parade of epic deals, with the added bonus that Amazon will donate a portion of eligible purchases to the charity of their choice at no extra cost to the customer. Customers can choose from more than ten thousand charitable organisations around the UK.
-
- **Create a Wish List** – Add items to your Wish List and receive notifications if your top picks are included in a deal.
-
- **Spend and Save** - Look out for spend and save promotions onsite including £10 off when you spend £35 on pet products using the code PETS10 at checkout.
-
- **Treasure Truck** – A unique and fun-filled way to shop for new or trending items, allows customers across the UK access to one hand-picked item at a time. To celebrate Prime Day, the Treasure Truck will roll into town (London, Manchester, Leeds, Birmingham and Camberley) on 15th July with an exclusive offer on the Fitbit Versa Health & Fitness Smartwatch with added freebies with every purchase and on the spot prizes. Customers can sign up for Treasure Truck by texting 'truck' to 87377 to be among the first to find out when and where the truck will be plus the offer of the day. For more information on Treasure Truck or to sign up for notifications online visit www.amazon.co.uk/treasuretruck.

Ends

Amazon UK Press Office

Email: pressoffice@amazon.co.uk

Tel: 0203 942 1793

Notes to Editors:

Every Day Made Better with Prime

Prime was designed to make your life better every single day and was built on the foundation of unlimited fast delivery. Prime members receive unlimited One-Day Delivery on millions of items across all categories; unlimited Same-Day Delivery on more than a million items in London, Surrey, Berkshire, Birmingham, Bristol, Manchester, Liverpool, Leeds, Milton Keynes, Glasgow and Edinburgh; and same-day delivery slots with Prime Now at no extra charge between 8am and 10pm across more than 30% of the U.K. population in selected postcodes in Birmingham, Glasgow, Hertfordshire, Manchester, Newcastle, Leeds, Liverpool, London, Portsmouth, Surrey and South Yorkshire. Over 100 million paid members worldwide also enjoy the many benefits of Prime over and above unlimited fast delivery including the best of shopping and entertainment on Prime Day. In the U.K. that includes unlimited access to award-winning movies and TV episodes with Prime Video; unlimited access to over 2 million songs with Prime Music; access to Audible Channels for Prime; unlimited access to thousands of books and magazines with Prime Reading; access to Prime Wardrobe, Amazon Fashion's 'try before you buy' service which aims to make shopping for fashion more convenient than ever; unlimited photo storage with Amazon Photos; access to Twitch Prime; early access to select Lightning Deals; one free pre-released book a month with Amazon First Reads and more. Start a free trial of Amazon Prime at Amazon Prime at amazon.co.uk/prime. University and further education students should check out Prime Student, available for just £3.99 per month or £39 a year.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.co.uk/about and follow @AmazonNewsUK.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements in this press release regarding Amazon.co.uk Ltd's business which are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see "Risk Factors" in the Company's Annual Report or Form 10-K for the most recently ended fiscal year.